

Message Text

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PASS TO: OPIC - MAYS, MCCALLUM, HILL AND JOHNSTON

FROM OPEC GRAHAM WILLIAMS

E.O. 11652: N/A

TAGS: BAGD, EINV, RP, ID

SUBJECT: AGRIBUSINESS COUNCIL PROGRAM

1. FOR PAST TWO WEEKS KENNETH MUELLER, PRESIDENT, U.S. AGRIBUSINESS COUNCIL, HAS BEEN VISITING THE PHILIPPINES AND INDONESIA FOR THE PURPOSE OF DISCUSSIONS LEADING TO INAURURATION OF THE COUNCIL'S AGRIBUSINESS JOINT VENTURE DEVELOPMENT PROGRAM. WITH MUELLER WERE HIS SENIOR VICE PRESIDENT AND TWO SENIOR TECHNICIANS FROM COUNCIL MEMBER TEAMS. THEY WERE PETER LARRIEQ, DIRECTOR, NEW PROJECTS RALSTON PURINA, AND DALE BOWEN, AGRIBUSINESS CONSULTANT OF TOUCHE-ROSS. ACCOMPANYING COUNCIL'S TEAM WAS GRAM WILLIAMS REPRESENTING OPIC.

2. THESE VISITS WERE AT THE INVITATIONS OF THE RESPECTIVE SECRETARY-MINISTER OF AGRICULTURE. AT THE COUNCIL'S REQUEST, THEY HAD ARRANGED IN EACH COUNTRY FOR A SERIES OF MEETINGS WITH SENIOR GOVERNMENT OFFICIALS AND WITH FOOD SECTOR TECHNICIANS. IN BOTH COUNTRIES PREPARATION FOR THE TECHNICAL MEETINGS WAS GOOD WITH THE RESULT THAT THE COUNCIL'S TECHNICIANS WERE ABLE TO IDENTIFY, PRELIMINARILY, A NUMBER OF PROMISING SECTORS IN FOOD PRODUCTION/PROCESSING/DISTRIBUTION FOR FURTHER EXPLORATION LEADING TO PROJECT DEFINITION. THEIR WRITTEN REPORT WILL BE IN UNCLASSIFIED

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MUELLER'S HANDS BY NOVEMBER 10.

3. IN BOTH COUNTRIES THE VISITS WERE CLIMAXED BY CONFERENCES WHICH MUELLER AND WILLIAMS HAD WITH THE RESPECTIVE HEADS OF STATE, PRESIDENT MARCOS AND PRESIDENT SUHARTO IN LATTER CASE ACCOMPANIED BY AMBASSADOR NEWSOM.. BOTH ENDORSED THE PROGRAM'S CONCEPT AND PROCEDURE AND AGREED THAT IT SHOULD BE IMPLEMENTED. THERE WAS SUBSTANTIAL MEDIA COVERAGE OF THESE MEETINGS.

4. PRESIDENT MARCOS WENT FURTHER. HE HAVE EMPHATIC INSTRUCTIONS TO HIS DEPARTMENT THAT THEY ARE TO WORK DILIGENTLY WITH THE COUNCIL AND OPIC TO OVERCOME OBSTACLES TO THE CREATION OF JOING VENTURES AND IF THERE ARE INTERDEPARTMENTAL ISSUES ON PROGRAM INVESTMENTS THAT CANNOT BE RESOLVED THEY ARE TO BRING THOSE ISSUES TO HIM FOR DECISION. THE PRESIDENT EXPECTS TO ISSUE SHORTLY A DECREE COVERING NEW AGRIBUSINESS INVESTMENT INCENTIVES, AND HE CONSIDERS THE COUNCIL'S PROGRAM AS A FURTHER ASSIST TO THIS PRIORITY AREA.

3. IN INDONESIA THE GOVERNMENT HAS SET UP AN INTERAGENCY TASK FORCE TO WORK WITH THE COUNCIL. SUCH ORGANIZATION AND THEIR ENCOURAGEMENT TO PRIVATE FOREIGN INVESTMENT IN AGRICULTURE/FOOD NEW TO THIS GOVERNMENT, AND THEY WERE CAUTIONED THAT THESE EFFORTS DO NOT INSURE THAT PROJECTS WILL RESULT.

6. ALL LOCAL OFFICIALS AND BUSINESSMEN TO WHOM THE COUNCIL'S PROGRAM WAS EXPLAINED AND WITH WHOM DISCUSSED WERE ENTHUSIASTIC ABOUT THE APPROACH. WHILE NEW AND HENCE UNTRIED, IT WAS SEEN AS A CAREFULLY WORKED OUT PROGRAM WHICH APPEARS TO OVERCOME THE DEFICIENCIES IN OTHER ORGANIZED ATTEMPTS TO FIND AGRIBUSINESS INVESTORS FOR PRIORITY AREAS.

7. IT WAS AGREED IN BOTH COUNTRIES THAT THE COUNCIL WOULD BEGIN TO ORGANIZE ITS TEAMS OF TECHNICAL EXPERTS WHO WILL VISIT THE COUNTRIES TO DEVELOP THE PROJECT PROFILES FOR PRESENTATION TO U.S. AGRIBUSINESS EXECUTIVES. THE GOVERNMENTS' PROGRAM COORDINATORS ACCEPTED THEIR ASSIGNMENTS
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AS WELL.

8. IN BOTH COUNTRIES MUELLER AND WILLIAMS MET WITH THE U.S. AMBASSADOR, SENIOR MEMBERS OF HIS STAFF AND WITH THE USAID LEADERSHIP. THE ADVICE GIVEN THE VISITORS WAS EXTREMELY VALUABLE, AND THE LOGISTICAL ASSISTANCE WAS VERY HELPFUL. USAID MANILA'S REPORT IS IN MANILA 16572.

9. MUELLER RETURNS NEW YORK THIS WEEKEND. WILLIAMS
PLANNING ANNUAL LEAVE AS AUTHORIZED IN HIS TRAVEL ORDERS.

SULLIVAN

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